

Abstract

A computer based transportation system enables shippers to bid to move loads, from parties offering goods for sale to parties bidding to purchase those goods, using an automated auction system. Transportation costs are integrated into the prices of goods traded on the auction system. Additionally, consumers, including truckers and other transportation workers, are given the ability to obtain time-limited promotional messages using their cellphones and other devices which are in communication with the computer system described.

090205-062601
FOUO "S026860